

Cornell Countryman



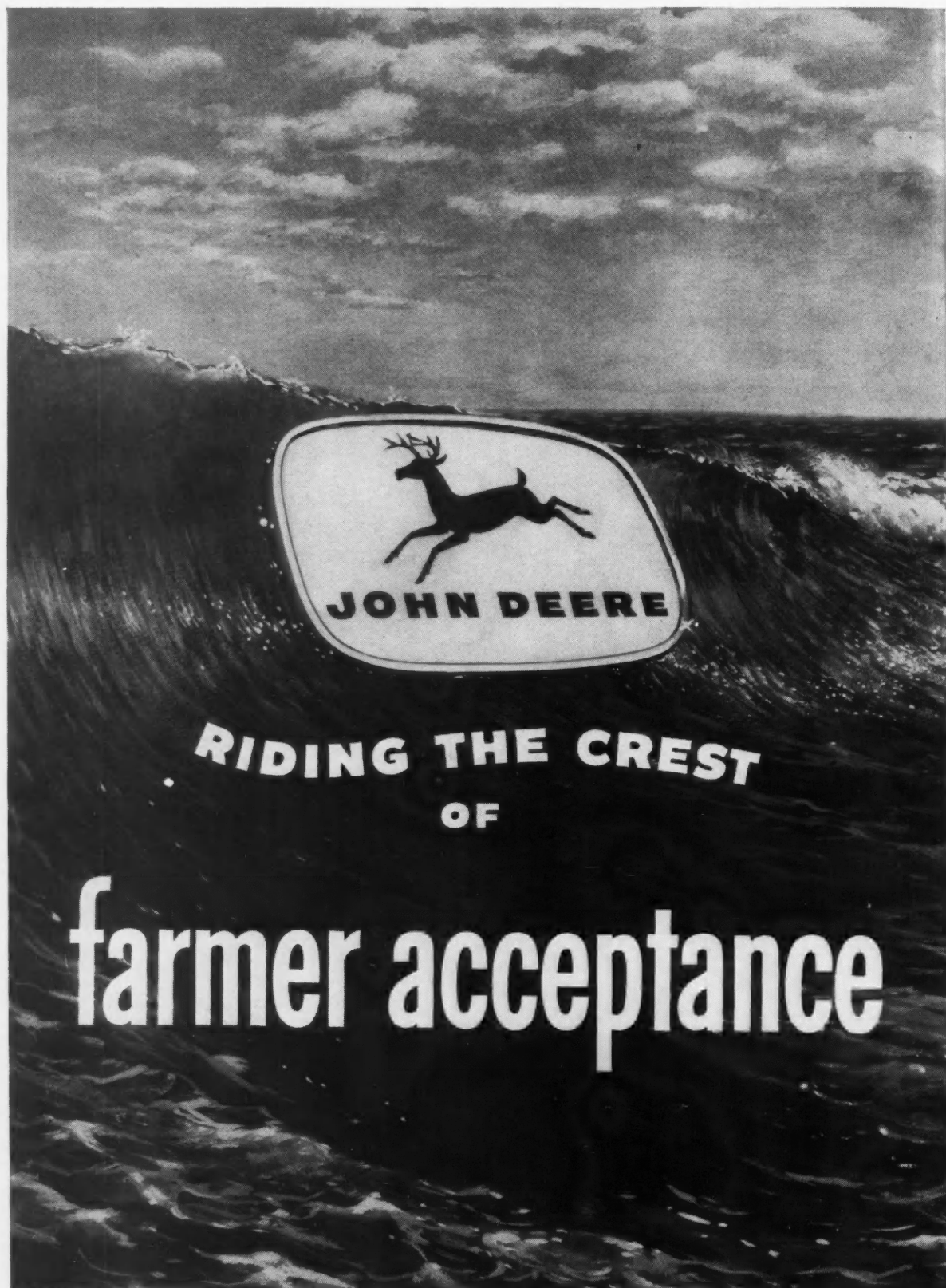
Rockefeller Foundation

Colombian Farmers at Work on a Rockefeller Foundation Wheat Improvement Project

Colombia . . . See Pages 8 and 9

January, 1959

Our 55th Year



JOHN DEERE • Moline, Illinois

"WHEREVER CROPS GROW, THERE'S A GROWING DEMAND FOR JOHN DEERE FARM EQUIPMENT"

Cornell Countryman

Vol. LVI—No. 3 *Te 4*

Founded 1903

Incorporated 1904

Member of Agricultural College
Magazines, Associated

IN THIS ISSUE

Behind the Frosted Glass	2
Alumnus Views Ag-Dom	2
All That Jazz	4
Business Careers	7
Reading by Radio	8
Cattle, Corn, and Coffee	9
Research News	10
A Student's Lament for a Lost Cow	11
Look at the Birdie	12
Milking Parlors Save Time and Money	13
Food for 10,000 Hungry People	14
Freedom from Hunger	15
Report from Lantbrukshogskolan	16

STAFF

Editor-in-Chief BRENDA L. DERVIN
Business Manager W. Stephen Middaugh
Managing Editor Jill H. Beckoff
Associate Editors Steven A. Breth, Edward L. Razinsky
Advertising Manager Michael D. Marien

BOARD OF EDITORS AND MANAGERS: *Art and Photography Editor*, Robert Burt; *Circulation Manager*, Robert Loeb; *Home Economics Editor*, Carole Wedner; *Secretary*, Nancy Link.

EDITORIAL BOARD: Arthur Smith, Dorothy Heide-
man, Edward Feinberg, Jack Hope, Christine Melyn-
k, Peggy Fitzgerald, Roberta Lare, Elizabeth Pomada, Jane
Shelton, David Wolf, Allan Fishman.

ART AND PHOTOGRAPHY BOARD: Paul Borden,
Tom O'Neill.

CONTRIBUTORS: Robert Jewett, Valerie Jones

EDITOR EMERITUS: Gerald P. Hirsch

BOARD OF DIRECTORS: Professor A. W. Gibson,
Professor William B. Ward, Mrs. Emilie T. Hall.

The Cornell Countryman is published monthly from
October through May by students in the New York State
Colleges of Agriculture and Home Economics, units of the
State University of New York, at Cornell University.
Entered as second-class matter, postage paid at Ithaca,
New York and at additional mailing offices. Printing by
Norton Printing Co. of Ithaca. Subscription rate is \$1.75
a year or two years for \$3.25; three years for \$4.50; single
copies, 25 cents.

JANUARY, 1959

The official Cornell Class Ring can be
purchased in our Gift Department

10K Solid Gold, Double-faceted Synthetic Ruby

Men's Medium Weight\$31.63

Heavy Weight 37.40

Miniature 24.75

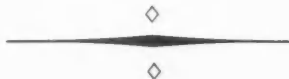
(Tax Included)

Order your class ring now!

Cornell Campus Store

Barnes Hall

APPROACH FROM ANY ANGLE



RTG ESSO SERVICE

335 E. State St. Phone Ithaca 4-9083

SPEED DEMONS

Operate the
Hi-Speed Laundromat



Flag us down sometime
at
402 Eddy St.
Next to Leonardo's
Ithaca 3-1121

COOK-IT YOURSELFERS:

Shop at
EGAN'S IGA

*Collegetown's largest
selection of quality
groceries*

403 College Ave.
2-1001

Editorial

Behind The Frosted Glass

WITH THE new year still very young, and a new term approaching slowly but surely, we feel that it's time to make mention of a team of men who run a large and complex organization, an organization better known as the New York State College of Agriculture.

Dean W. I. Myers is, of course, the man who oversees all divisions of the ag school. Under him are directors in charge of the three areas—research, extension, and teaching—which were originally slated as the work of a land-grant college when the College of Agriculture was founded. Charles E. Palm, Dean-elect, is the Director of Research and Director of the Cornell Agricultural Experiment Station; Maurice C. Bond is Director of Extension; and Anson W. Gibson is Director of Resident Instruction.

Under Director Gibson are the men with whom the students are most closely associated: John P. Hertel, Secretary of the College; Howard S. Tyler in charge of vocational guidance and placement; Leigh H. Harden in charge of admissions; and Sanford R. Shapley in charge of student practise.

These men with a host of others and numerous secretaries do all the work and organization behind the scenes that make your education available.

B.L.D.

Letter To The Editor

Alumnus Views Ag-Dom

Dear Editor,

Allow me to spring to the defense of Ag-Dom, probably the most effective student extra-curricular organization at Cornell.

Ag-Hec Day, Farm and Home Week Student Committees, F&H Week tours, F&H Week Square Dance, the Swedish Exchange Program, Outstanding Faculty Awards, Club officer training programs, the Warren Student Lounge, library opening hours, changes in the student directory format, directory of upper campus organizations, orientation activities, representation on student council, and other campus-wide and even countrywide activities; these and many others have been or are the concern of Ag-Dom. Does Student Council do as an effective job of developing its sphere of influence? No, I don't think so, and I've been watching the work of both councils since 1949.

In fact, leadership training and development in "groupmanship" alone justifies this organization. Society outside of college is operated by groups. You rarely find a one man show.

Even farming is becoming dependent on the farmer's ability to work with a group, be it a federal credit agency, local committee, a cooperative, or even a hired man or two.

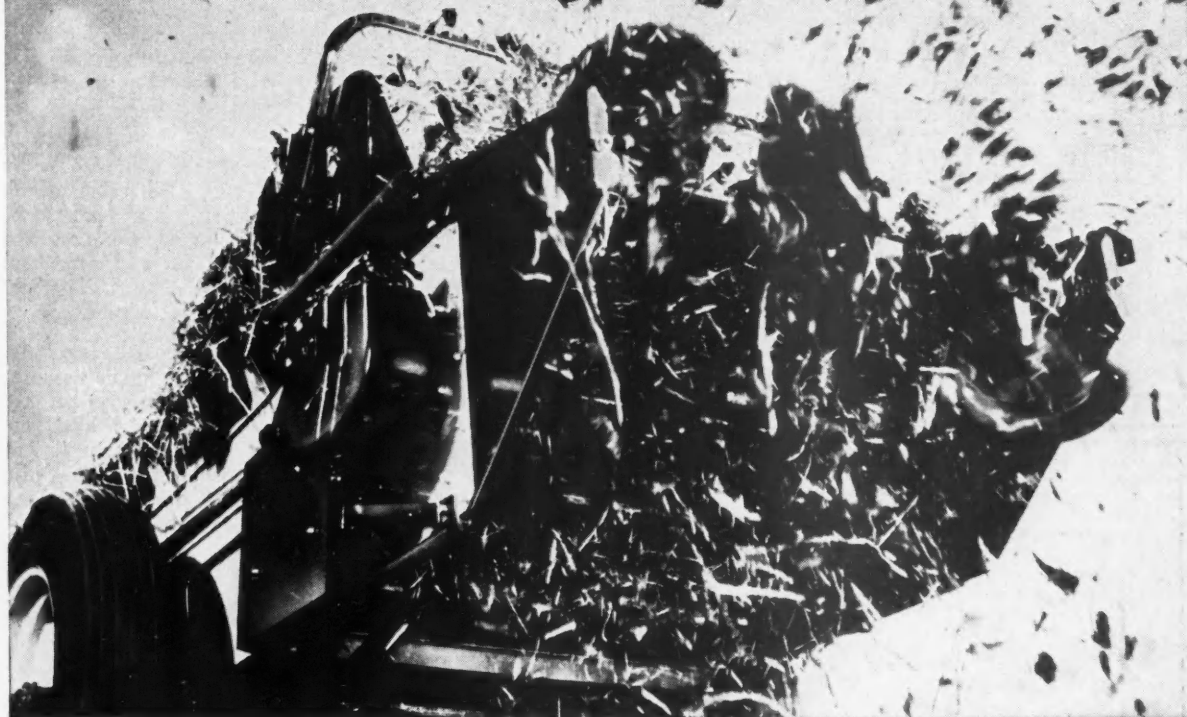
A good illustration of the effectiveness of groups may come from the proposed reorganization of Ag-Dom. This will give club representatives a vote. Ag-Dom and the clubs should work more effectively together. The clubs should take more of an interest in Ag-Dom and this proposal, if passed, should help create the interest.

David J. Allee, '53
Past-President, Ag-Dom

CORNELL COUNTRYMAN

Make this your year...

Trade up to **NEW IDEA** **POWER SPREADING!**



NEW IDEA power spreading costs you less than automatic transmission for your car

Now, shift to power spreading with a NEW IDEA.

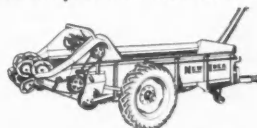
NEW IDEA PTO spreaders, with their big tires, let you spread in wet, icy weather . . . on soft, slippery fields . . . over hilly terrain. Built to spread efficiently every day of the year.

You handle bigger loads. You save yourself time and labor. With NEW IDEA you have five spreading rates for each forward tractor speed plus throw-out clutch for easy cleanout and pile unloading . . . all controlled from your tractor seat.

Which power spreader is best for you? NEW IDEA offers the big 95-bu. PTO spreader for average farms . . . the giant 125-bu. PTO spreader with forage box sides available, for large feeder and dairy operations. Famous NEW IDEA ground-driven spreaders available with 70-bu., 75-bu., or 95-bu. capacity. You can buy any NEW IDEA spreader

with new or used tires. Best and most complete line of spreaders on the market today. Full year guarantee on every one.

Remember, more farmers buy NEW IDEA spreaders than any other make. Let your NEW IDEA dealer show you why.



NEW IDEA SPREADERS
SHRED FINER • SPREAD WIDER
LAST LONGER

Write for free literature!

NEW IDEA FARM EQUIPMENT COMPANY Division **Arco** Distributing Corp., Dept. 886, Coldwater, Ohio

... laundry service in your cars just

H O N K !

(Dryden Rd. Branch only)

... ONE hour service on dry cleaning!

... Same day service on laundromat and shirts

W. F. Fletcher, Co.

103 Dryden Rd. (in car service)

1025 N. Tioga (ample free parking)

118 S. Aurora (new branch)



All That Jazz

Day of Reckoning

by Zilch

WELL, kiddies, looks like the day of reckoning is acoming' . . . frosh are skipping their dinners to get seats in the library; sophs and juniors are trying to figure out ways to get those vital few points, and the seniors . . . the seniors are coming directly home from the 7:00 flick.

As the term draws to an end, Zilch takes a look about his surroundings. Joyce Berger's green sweater is almost finished. She started during the first few weeks, got the back finished about midterms and should have it all sewed and blocked by finals week. Congratulations, Joyce . . . Who's it for?

Speaking of knitting, Prof. Rollins in the home ec school expressly forbids coeds from knitting in her EH 130 lectures. The good lady doesn't really dislike knitting though. The other day she was standing in line at Martha Van cafeteria . . . knitting something white and soft and pretty.

To get to the more important news of the day . . . Ag-Dom is still haggling over permanent club representation. Last Zilch heard, there was a lot of business about amendments, amendments to amendments and amendments to amendments to . . .

Your chief Upper Campus spy was scouting through an October 20th issue of *Croplife*, the chemical industry newspaper, and came up with a letter a Corn Belt farmer wrote to his senator. For your enjoyment we reproduce it here:

"Dear Mr. Senator:

My friend Bordeaux over in Pima County received a \$1,000 check from the government this year for not raising hogs. So I am going into the not-raising-hogs business next year. What I want to know is, in your opinion, what is the best kind of hogs not to raise? I would prefer not to raise razorbacks, but, if that is not a good breed not to raise, I will just as gladly not raise any Berkshires or Durocs.

The hardest work in this business is going to be in keeping an inventory of how many hogs I haven't raised. My friend Bordeaux is very joyful about the future of this busines. He has been raising hogs for more than 20 years and the best he ever made was \$400 until this year, when he got \$1,000 for not raising hogs. If I can get \$1,000 for not raising 50 hogs then I will get \$2,000 for not raising 100 hogs.

CORNELL COUNTRYMAN

I plan to operate on a small scale at first, holding myself down to about 4,000 hogs, which means I will have \$80,000. Now, another thing: These hogs I will not raise will not eat 100,000 bushels of corn. I understand that you also pay farmers for not raising corn. So will you pay me anything for not raising 100,000 bushels of corn not to feed to the hogs I am not raising? I want to get started as soon as possible as this seems to be a good time of year for not raising hogs.

Octave Broussard

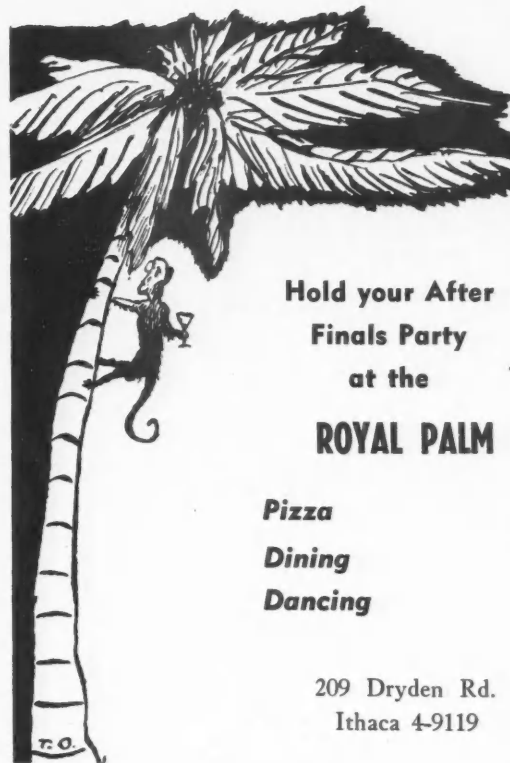
P.S. Can I raise 10 or 12 hogs on the side while I am in the not-raising-hog business—just enough to get a few sides of bacon to eat?"

Zilch is thinking of going into the not-raising-guppies business. Seems an acquaintance, Carol Levine, a guppy-breeding coed, finds the little tykes take a lot of time and work. Zilch figures that if he doesn't raise 20 guppies, he should save two minutes per day feeding them, half an hour every four days not changing their water, and countless hours conscientiously not cross-breeding and not selecting them.

In the accolades to *Countryman* department, ACMA (Agricultural College Magazines, Associated) has given us the award for "the best use of material of interest to women." Our heads are a bit swelled . . . even the SUN gave us a plug.

LITTLE MAN ON CAMPUS

"TIME TO CLEAN UP GIRLS - REMEMBER NOW, A PLACE FOR EVERYTHING AN' EVERYTHING IN ITS PLACE!"



Hold your After
Finals Party
at the
ROYAL PALM

Pizza
Dining
Dancing

209 Dryden Rd.
Ithaca 4-9119

Save Money



Buy

GENUINE Gov't. Surplus

GUN AND TACKLE CENTER

Open Weekdays 9 a.m. to 9 p.m.

504 West State

Cupboard Bare?



CO-OP FOOD STORE

has a grand selection of delectables

609 W. Clinton

Ithaca 2-2449

For the Best Pizza!



go to

JOE'S

602 W. Buffalo St.

phone 4-9039

Home Economics in Business

Businesswomen

Editor's Note: The following article is based on the discussions at the Home Economists in Business conference held at Cornell last fall.

A FASHION editor, an interior decorator, a consumer consultant for an appliance firm, or a food tester in a foods laboratory—all possible careers for you in the field of home economics, all glamorous and exciting careers in business.

As a student in home economics, you are studying in a field that is growing fast and becoming so vitally important that businesses are opening their doors to women specialists in the field. Many companies realize that women are often more artistic and have more initiative than men. Companies realize that most buying is done directly or indirectly by women. They are beginning to feel that home economists with their feminine insight into the home can be an asset to them.

Companies need home economists who understand the buying practices of women and will be able to make products fit the need of the consumers. You, as a home economics student, can be the future employee of a business and fill this position.

Home Economics is your ticket to the business world. However, you will need a lot more than a home economics background to be a success. Home Economics will get you into business, but it will not keep you there.

As Miss Esther Foley, Home Service Director of MacFadden Publications says, if you plan to enter business you must develop a "cold character." You must be the type of person that doesn't blame anyone for anything, is extremely independent, doesn't fall into an "ooze of self pity and learns to respect the law of cause and effect."

As a career girl, you will learn "to copy the boss, successes," says Miss Foley, "and avoid his failures." Above all you will be loyal to your company. "If you don't like the way things are done, if you don't agree with company policy, and if you don't believe in the integrity and goals of your company," Miss Foley suggests, "you get out."

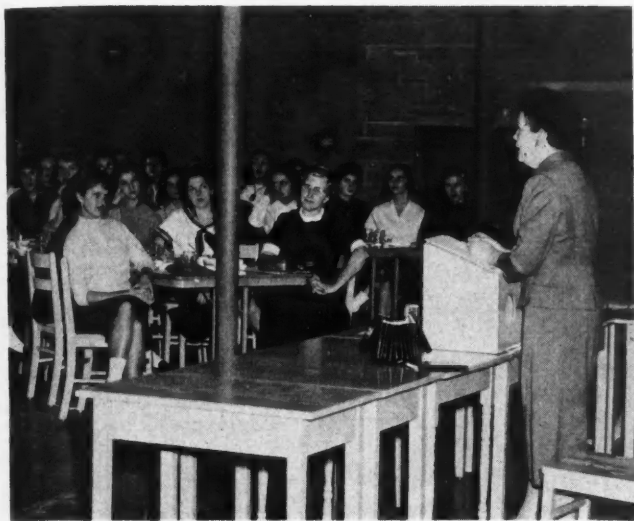
Business is more than doing a job. You have to be ready for high pressure, a fast pace, competition, and high risk. Business is excitement and glamor, but it is still a world based on the brains of men. If anything happens to these men, the business may go with them.

Security may be a part of jobs in the services such as extension; security can be found in the home. But, in business the security isn't there. You have to be able to stand the risk and tension of business, as well as have a sound professional background.

Discuss Career Opportunities

by Brenda L. Dervin '60

Miss Esther Foley Addresses a Heibs Convention



Extension Teaching

In a society that now recognizes that women may work for several years before marriage, may even combine marriage with a full time career, or be full time career girls, the college co-ed must learn about the structure of the business world. Miss Ellen-Ann Dunham, vice-president of General Foods Kitchens, says that women who "don't learn fast will have to run to catch up with their male associates who know from the start that they'll have to work all their lives."

To know business operations is but one step when preparing for a career in business. You must also analyse your capabilities and talents to determine exactly what you can do.

Businesses exist for only one reason—to sell. If the home economist can not help her company sell its product, she is of no use to the company. Selling depends on ideas, so the career girl who gets the job must be an "idea-person." You will have to be able to express these ideas in both writing and speech.

You will have to be creative in your job, says Miss Foley. But no one will tell you what this means. "If you aren't creative you'll be fired or stagnate and perhaps never know why."

In business, creativity runs closely with diplomacy. You will have to become an artist at both. If you disagree with a colleague in your company, Miss Foley suggests, that you preface your comments with "You are absolutely right, but . . ." You will learn to master the three C's of personal relations—courtesy, constructiveness, and cooperation.

As a young woman in business, you might find that keeping strictly business relations with the men in the office is difficult. Miss Foley suggests that if you open your eyes very wide and treat the men like "grand-pa," you will be able to handle any male in the office.

Success is about 15 years in the coming for the business woman, not an overnight result. To be permanent, success is usually attained gradually and most successful career women feel that it is not good for a young girl to get a top position too fast.

If you want a career in business, your future looks good. The companies want you . . . if you can bring awareness and good judgement to them. The combination good sense, responsibility, curiosity, humor, fairness, sound training, and the will to face the challenges of today's fast moving business world will make you an asset to any business.

If you can keep up with your field professionally, if you are easy to work with, if you are a diplomat, you might be a success in business. Enthusiasm, creativity, flexibility, an interest in your field, and loyalty to what you do will make a place for you in the business world.

With these characteristics and home economics as your ticket, you find success in any business, for you are just what business needs — a home economist who is equipped to help them sell.

and again I say to you . . .



For Plumbing, Heating, Appliances—

Sales and Service, Patronize

DONOHUE-HALVERSON, INC.

603 West Seneca Street

Ithaca 3416

Reading by Radio

by Jill H. Beckoff '61

Father Salcedo fights
Colombian illiteracy
over the radio.

"**S**UNRISE Semester" a new idea? Not really. Father José Joaquín Salcedo, a Catholic priest in Colombia, has been using radio to teach the *campesinos* of the nation how to read and write.

Each day over 4,500 children and adults in every part of the country turn on their radios, open their books, and, with UNESCO charts, study their lessons.

The project began soon after Father Salcedo was assigned to the parish of Sutatenza (about 35 miles from the capitol city of Bobota) in 1947, seventy per cent of the people in this Andes mountain parish were illiterate but this was not the first problem Salcedo set out to solve.

After a week of plowing the stony mountain terrain, the farmers came into town and spent Saturday night drinking *chicha*, a powerful local corn liquor. Rather than preach against the taverns, Father Salcedo competed with them. He lured the men from their *chicha* by showing movies in the *plaza del pueblo* (town square).

Moving pictures were a big hit in Sutatenza and the next logical step was to build a movie house. To get men out of the mountains to help with the building, the priest sent a few seminary students into the mountains with radio receivers. Startled mountaineers heard Father Salcedo's voice coming from his home-

made transmitter. He promised that anyone who came down and helped would be able to record his voice and hear it over the radio when he returned home.

Thus Sutatenza got its movie house and the seed of a big idea was planted. Today the old Spanish church in the town is topped by FM radio antennas and three 200-foot radio towers stand opposite. From a plea for construction aid has grown Father Salcedo's Action Cultural Popular, broadcasting lessons in reading, writing, agriculture, hygiene, and similar subjects.

Posters and diagrams, old friends of American elementary school teachers but brand-new to Colombian mountaineers, are used to illustrate the Father's lessons. UNESCO experts gave aid in preparing the posters and have given advice and encouragement to Father Salcedo throughout his experiment.

The success of the Salcedo experiment was a big step toward solving the problems of illiteracy throughout the world. Perhaps most important, is the fact that the use of radio by-passes the problem of lack of teachers his voice alone reaches more people than UNESCO could train teachers for in several years.

He also showed that with adults the teaching of reading and writing must be part of a large community and personal improvement program. Today Action Cultural Popular broadcasts lessons on plowing, crop rotation, food preparation, etc. UNESCO teachers have discovered that people will slip back into illiteracy in as little as two weeks if they aren't supplied with a constant flow of useful and interesting material.

Lessons are broadcast from the church transmitter and picked up by receiving sets kept by local assistants. These assistants, usually peasants with elementary education, not only store the radios but also follow each day's lesson on a blackboard and display the appropriate charts.

Broadcasts for men and boys are sent out from 5:00 to 6:00 each evening and for women from 4:00 to 5:00. Sundays a recreational program is broadcast from 3:00 to 5:00.

Similar programs are in existence throughout the world. In New York City, for example, WNYE, the Board of Education radio station, daily supplements the classroom teacher's lessons. Radio is also used in this country to teach shut-ins and television is now bringing college courses to anyone willing to wake up in the early morning.

The Radio on the Left Brings the Teacher's Voice into this Classroom
UNESCO





Cattle—An up-and-coming part of Colombian Agriculture

Cattle, Corn, and Coffee -- The Backbone of Colombia

by Roberta A. Lare '62
and Jill H. Beckoff '61

TAKE A piece of land about nine times the size of New York State; place it just above the Equator; let a hand with three Andean fingers reach up toward the north and add 11,300,000 people of various races with the purest Castilian language and culture in South America. Let the people farm a small part of the land—just enough to supply most of the world's mild coffee and a good part of its cocoa, bananas, tropical woods and fruits; stir with occasional political ferment; retard with poor transportation and a high rate of illiteracy; let rise new forms of agriculture: wheat and cattle for example; let its edges be moistened by the Atlantic and Pacific and you have Colombia.

Between the fingers are the valleys and just west of them the *llanos* or plains. It is here that both beef and dairy cattle are raised. Colombian cattle, like the people, are crossbreeds combining native stock with European and North

American ones. In 1954 12,000,000 cattle roamed the plains of Colombia, representing such familiar strains as Holstein, Santa Gertrudis, Brown Swiss, Shorthorn and Brahma as well as the indigenous forms with which they have blended.

Colombia's government wants still more cattle and hopes to have 30,000,000 head soon. In addition to increased production, there is a desire for more consumption. By recent estimates, a Colombian consumes an average of 60 pounds of meat a year.

Far more popular than beef are the filling, quick energy starches such as rice, corn, potatoes, and wheat. Today corn is the leading grain. It's grown throughout Colombia from the hot areas where a crop matures in three months to the colder regions where it takes as long as ten months. Corn is eaten as a vegetable and is ground up to make flour for pancakes, breads, and gruels.

Wheat, however, is slowly gaining on corn and Colombian housewives are using more and more wheat flour where they once used corn. Their *campesino* (farmer) husbands and brothers use rudimentary tools and simple methods to produce wheat on a small scale.

Agricultural experiment stations in this country are solving many problems in plant improvement and modernization of production methods. One such station, La Picota near the capital city of Bogota, has been trying to develop rust-resistant wheats. Other stations throughout the country are puzzling over problems in soil management, disease and pest control, and many of the special difficulties that arise from high altitude farming.

All agricultural research in Colombia is coordinated by the Department of Agricultural Investigations. This is the same government organ which works with such groups as the Rockefeller Foundation, the Food and Agricultural Organization of the UN and the ICA.

The Rockefeller Foundation, for example, was invited by the Colombian government to send scientists and technicians to do agricultural extension work and help train teachers and scientists. Major emphasis was put on the training of Colombian agricultural leaders and many of these men were sent to the United States or Mexico (the site of the first Rockefeller Foundation project in agriculture) to study and a large exchange of teachers and students is carried on among these three nations.

With all this emphasis on the development of new forms of agriculture, Colombia's two main crops are not neglected. More than 90 per cent of Colombia's population is concerned in some way with coffee production and sales. This country is still the leading producer of mild coffees and some Colombian coffees add to every fine blend on American breakfast tables.

Bananas, Colombia's other main crop, are not neglected either and this nation is the world's third largest producer and exporter of bananas. However, a nation can't live on coffee and bananas and depending exclusively on profits from exports is a tricky business. Therefore, while not neglecting these two main industries, Colombia is expanding the volume and variety of her agricultural production.



Extension Teaching

THERE is probably no field of scientific endeavor that produces practical results as rapidly as agriculture. Researchers all over the country in universities, government laboratories and private agencies are advancing the boundaries of agricultural knowledge at unprecedented rates. This type of research has made it possible for the average farmer to produce food and fiber for 23 other people. At the turn of the century the average farmer could only support 6 others.

Item: The screw worm fly threatened the Florida cattle industry with multimillion dollar losses until entomologists were called in. Knowing that the female screw worm fly mates only once in its lifetime the scientists covered the state with sterilized male flies. Up to 50 million a week were released. The fertile wild males were so outnumbered that virtually no young hatched and Florida was free of the screw worm fly.

Research News

Livestock and Saltwater Studied by Ag Scientists

by Stephen A. Breth '60

Item: One of man's oldest dreams is on the threshold of being realized. The vast waters covering four-fifths of the earth's surface may soon be used for crop production. USDA chemists have devised a method of desalting water for 60 cents per 1000 gallons.

Item: Federal livestock researchers at Beltsville, Maryland are able to cull four month heifers on the basis of future production. They have developed a method of predicting future production by examining the heifer's mammary gland.

Item: Big news for livestock growers in the tropics is Napier grass. This grass produces an unbelievable 130 tons of green forage per acre per year. It grows so fast that it has to be harvested every 60 days. The only drawback is the tremendous demands such a growth makes on the soil. In Puerto Rico where much of the work was done researchers applied 800 lbs. of pure nitrogen per acre to get maximum yields.

"Say, Joe, you're not going to do anyone much good from up there. Better let NYABC take care of your herd!"

Besides no bull danger on the farm with dairy cattle artificial breedings, there's

**INCREASED PRODUCTION,
GREATER CONVENIENCE,
and MORE PAY THE NYABC WAY**

Ask any of the 47,000 NYABC members in New York State and Western Vermont. Headquarters located on Judds Falls Road, just around the corner from the Cornell campus.

**NEW YORK
ARTIFICIAL BREEDERS'
COOPERATIVE, INC.**

DON'T RISK

Raditor Rumble

or

King-Pin Cave-in

on the long drive home.

for intercession

Have your car checked at

Glenn's Sinclair Station

329 College Ave.



by Edward L. Razinsky '61

A Student's Lament for a Lost Cow

I REMEMBER the first time I saw Zelda. It was my first day as a farm hand and I had never milked a cow before. I think every cow in the barn was determined that I wouldn't learn. No matter how hard I tried, I simply couldn't coax any milk from those four-fingered faucets on the undersides of the Holsteins.

Then I came to Zelda. She seemed to sense my anxiety. No sooner did I squat down beside her than milk streamed steadily from her apparatus. Within seconds that warm white liquid had drenched my pants and filled my shoes. This, I was informed, was not the desired result but I didn't care. This strange cow had responded to my inexpert urgings and given a successful start to my career as an aggie.

From that first gush of warm milk, I knew that Zelda and I were meant for each other. There in a pool of hot milk, our love was born.

But, as Shakespeare once said, "The course of true love never did run smooth." Zelda and I were no exception. One day I came into the barn hot and tired after a sunny afternoon's haymaking and, as I was putting the milker on Zelda, a fly landed on her back.

In an attempt to evict this barbarous bug, she swung her tail and smashed me full in the face. Pained and irritable, I made ready to impart a devastating blow to Zelda's ribs. As I raised my arm, she turned around and gazed at me lovingly and gently rubbed her large, rough, wet tongue over my bare arm. In that moment of tenderness I realized that she, too, may have had a bad day and might have felt worse that I did. Zelda taught me that love is a give and take affair.

Zelda and I spent many happy days together; then the inevitable happened. The farmer announced that Zelda wasn't giving enough milk and that the butcher was coming for her in the morning. After years of faithful service (She gave that farmer the best milk of her life.) Zelda was sacrificed to the production records.

When I got to work the next day Zelda was gone. The place where she had made a home for me was just a stall again. There was a great empty feeling in my heart where once had dwelled a 1500 pound Holstein.

Time's passing has lessened some of the pain and I can now think of Zelda without tears coming to my eyes. But, wherever she is, whether dog food, hamburger, or shoe leather, I shall always remember and love her.

JANUARY, 1959

The



Story

You're Welcome At New York's Leading Livestock Markets

Many students have gained valuable first hand information for marketing, economics and other College of Agriculture courses by talking to Empire men—by touring an Empire livestock auction market—by attending an Empire auction. So we invite you to visit us at any time, at any of our nine markets. See our organization—hear the spirited bidding—feel the excitement in the air—and learn first hand the working ingredients of a large farmer-owned cooperative in the livestock auction business.

And if you know anyone with livestock to market, remind him that one of our nine markets is nearby, ready, willing and able to serve him. We can also arrange for trucking.

Also, if you know of anyone who is about to disperse a herd, do him a real favor. Tell him about Empire's farm auction service.

Stockyards at:

Bath, Bullville,
Caledonia, Dryden,
Gouverneur, Greene,
Oneonta, Watertown
or West Winfield

**EMPIRE
Livestock
Marketing
Cooperative**

Look at the Birdie

A retired professor
Photographs coeds.

by Valerie Jones '60

THE little white-haired man chuckled to himself as an attractive coed brushed past him on her way to Mann Library. For weeks he'd been watching her, and he'd seen the range of her moods and expressions. She was truly the girl he'd been searching for, and he knew he mustn't let her escape.

Summoning his courage, he tapped her lightly on the shoulder, "Come with me," he said, "I want you to pose for me." Her look of alarm was all too familiar but it disappeared when he explained that his hobby is photography and his models are coeds.



Prof. Pearson—Campus Photographer

Not just anyone can be a model for Professor Pearson, however, and beauty is not enough to make a good picture. "I've learned to tell who's photogenic," he says, "You could stand him on his head and he'd look good."

Weeks of girl-watching are spent studying a prospective subject from all angles, for Professor Pearson doesn't like to make mistakes. Finding models who will photograph is a pleasant pastime for the 71-year-old man who devotes a 40-hour week to his hobby.

Professor Pearson embarked upon this photographic career after his retirement in June, 1953. In 1920 he and Professor Warren formed an economics team that was to become very important in the New Deal recovery program. The two wrote six books together and initiated the Cornell Farm Economics Bulletin.

During his years of teaching Ag Ec 115, Professor Pearson developed a large student following. His popularity was so great that he was forced to teach his course for a full term after his planned retirement.

His charming way of speaking, the tiny flower he often wears in his lapel, and the jar of candy kisses he keeps on a desk for "his girls," have endeared him to a great many people.

There were a few, however, who were not quite so impressed. "I just didn't know what to say when this man came up to me," one coed admitted. "When he asked me to come and pose in some basement, I thought he was crazy." Only about one tenth of the girls he asks refuse.

Pearson's salons, which differ from either snapshots or portraits, are enlargements with an appeal that makes them good for exhibits. In fact, many of these salons have been exhibited. One such exhibit was held in Willoughby's, the largest camera and photo supply store in New York City. On campus exhibits are regular weekly events. Every week Professor Pearson picks out his best pictures on a particular topic—clouds, young girls, freckle-faced boys, rainy days to name a few—and hangs them on the Warren Hall bulletin boards.

When campus concern about Tripod was at its peak last fall, the enterprising professor produced some pictures of the husky from his files and, tearing down his display for that week, posted a large photo of Tripod entitled, "The Dog that Made Willard Straight Famous."

Professor Pearson took up this hobby five years ago but until last January never used human subjects. He started out with flowers and turned next to roads, trees, snow, and animals. It was the persistently bad weather last winter that drove his hobby indoors to his converted office and inspired his use of human subjects.

The newly-developed "Pearsonian" philosophy of photography says changes in reality for his shots are perfectly legal, but touch-ups on final prints are taboo. If a person has wrinkles, he delights in showing them at their best.

The modern trend in commercial photography is to show faces as bright and clear as possible, but Professor Pearson aims to make his pictures "as shadowy and contrasty as I can get." To achieve this effect, he uses a home made filter, harsh "Rembrandt" lighting, and a Hasselblad camera.

When asked about the expensiveness of his hobby, the ex-economist laughed, "What else do you expect a retired person to do—spend a lot of money and travel around the world? I'm having more fun," he declared with a twinkle in his eye.

Milking Parlors—Clean, Quick, and Efficient

by Robert Jewett '61



Extension Teaching

Milking Parlors Save Time and Money

A FARMER falling asleep at the dinner table after a long hard day's work is a familiar sight. Perhaps as a farm practice student, you have done the same thing. Farmers are dedicated to their work and put in many exhausting hours in their occupation. Dairy farmers have an innovation available that will take some of the worst strain out of their jobs—milking parlors.

It is often said that the most important prerequisite for putting in a milking parlor is a good barn fire. But not necessarily; the milking parlor is readily adaptable to the needs of the farmer considering expansion through remodeling.

Many farmers can't expand because of the scarcity of hired help. A milking parlor makes it possible for the farmer to increase his herd size while decreasing the total time spent in milking. The time saved in milking can be spent in the more time consuming chores which expansion entails. Any plans for remodeling or expansion should place a great deal of importance on the possibilities for mechanical feeding and cleaning.

The main advantage of the milking parlor to the farmer is not the actual time saved in milking itself, but in the labor saving methods which it encourages. For instance loose housing works very well with the milking parlor.

The farmer who is considering remodeling can keep construction costs down by installing the milking parlor in one end of the stable in his conventional type barn and utilizing the remaining area for the feeding area of his loose housing arrangement.

A pole type addition is suitable for the loafing area and does not need to be insulated except in a severely cold area. The temperature of the surrounding air may drop even below zero without discomforting the cows, provided they are dry and free from drafts. Under properly managed conditions the bed will always be warm from the fermentation taking place in the manure pack. Sufficient space should be allowed between the floor and ceiling for the accumulation of up to nine months' manure.

To facilitate mechanical feeding, the feeding area is lined up with the silos and hay mows. The ceiling supports are spaced to permit cleaning with tractor mounted hydraulic equipment. The feeding area doubles as a holding area during milking. At least 25 square feet of paved area per cow is necessary near the milking room entrance door.

The stalls in the milking parlor are elevated with broad steps leading into them. Grain is fed as an inducement for cows to enter and as a means of keeping them con-

tent during milking.

In order to eliminate the handling of feed, the bulk feed bin is directly above the milking parlor. Metered gravity chutes dump grain in each feedbox.

The well planned milking plant itself has elevated stalls, hot and cold running water, metered feeding, and clean-in-place pipe line connected to a series of milk cans or a bulk tank. This is the ultimate goal for real efficiency but many farmers are still using their milking barn and purchasing equipment as rapidly as they can.

In the milking parlor itself the limit is four cows to the operator for peak efficiency. One machine is used for every two cows so that one may be washed, stripped, and fed while the other is being milked. Often the grain is mixed with water to enable a high producing cow to consume her grain in the short period of time that she is in the milking parlor. After milking, the cows exit into the loafing area and are not let back into the feeding or detention area until after the remaining cows have been milked.

A milking parlor can change the dairy farmer's most time consuming chore—milking—into a fast efficient operation. It encourages sanitary procedures and fits in well with other labor saving devices.



Milk, apples, and
ice cream to
feed a university

by Elizabeth Pomada '62

Extension Teaching

Food for 10,000 Hungry People

AN ice cream bar at midnight, a container of milk to make up for missing breakfast, a shiny red apple to keep the doctor away . . . these are just a few of the luxuries provided the University by the College of Agriculture.

Milk is the product supplied in the largest quantities—over 4,000 Tetra-paks a week in each of the women's dormitories and several thousands more at the Straight and other campus eateries. In addition, milk—chocolate, skim, or homogenized—from Cornell cows is served in containers in dormitory and class building vending machines. Even the old-fashioned milk bottle has its place—half pint, pint, or quart.

Ice cream is a close second to milk in popularity. Risley Hall consumes some 50 gallons a week and, wherever else Cornell milk is sold, the ice cream is nearby. One of the many coed legends claims that some benevolent soul left Cornell University a good sum of money for the express purpose of serving ice cream daily in all the women's dormitories. The Ag School is helping fulfill this will.

These and other dairy products come from the Department of Dairy Industry. This department covers a wide variety of fields, among them all the aspects of dairy processing and manufacture.

Additional products are provided by different departments. Apple

distribution, for example, began modestly with the Pomology Club's machine in Plant Sciences. Last year machines were put into dormitories and other buildings on campus and the Pomology Department supplies the apples.

Shoppers can also get a dozen eggs or a beef steak from College of Agriculture sources. A course in butchering keeps the store in Wing Hall well supplied with meat for students doing their own cooking, and the Poultry Department keeps the egg machine behind Stocking fully stocked.

Stocking Hall houses the training and research facilities of students and staff members concerned with the manufacture of milk and milk products. Most of the milk used for research, study, and distribution comes from the Cornell herd.

Cornell, being a land-grant college, must, by law, sell its products to the University. Income from these sales pays salaries to the students and others who work at the plant and provides for the upkeep and purchase of equipment.

One of the recent things to come out of the research labs of Stocking Hall is the Tetra-pak, poorly received by students last year but a familiar sight at mealtime in this, its second year.

Give some people an inch, they say, and they'll take a mile. Now

that milk is accepted in Tetra-paks, Dairy Industry is trying to put ice cream into the little wax paper pyramids.

Tetra-paks, however, are not the only new things in store for Cornell ice cream. Recently a group of graduate students in the Department set up shop in Willard Straight Hall and gave passing students ice cream samples to taste and judge.

In case you didn't get a chance to identify the flavor, it was maple revel—in two varieties, one with a vanilla background and the other with a maple background. There was a reason for this choice of flavor: The United States Department of Agriculture donated a two-year grant for graduate research and study in the use of maple and honey products in ice cream. It is hoped that results of this research will boost the sales of New York State maple and bee hive products.

Milk, the staple product of the dairy industry, is scrutinized as carefully as the ice cream. Current department research includes a search for a faster, more sanitary, and more economical way to pasteurize milk and ways to increase flavor and vitamin content.

To most people, milk is milk, but to the College of Agriculture it presents a challenge to produce a greater variety of healthful and economical products.

Freedom from Hunger

by Margaret Fitzgerald '62

TWO-THIRDS of the people in the world are underfed. And, the world population is increasing by 40 million persons a year. The world is faced with the overwhelming problem of feeding an already undernourished, but rapidly increasing population.

The solution—on a short term plan—help by the adequately fed countries to areas stricken with poverty. The only long term solution is improvement of the agricultural situation throughout the world.

Only in the United States, Australia, New Zealand, and some parts of Europe, has agriculture advanced to the degree that it provides adequate food for the population. Only in these four areas do the agricultural areas use scientific methods and machinery.

This situation places the students of agriculture and nutrition in a position of paramount importance. They will be the future experts working with the Food and Agricultural Organization of the United Nations which was organized to face this problem.

The FAO employs teams of experts to be sent to countries throughout the world at the requests of the countries themselves. This Technical Assistance Program, where the experts actually go to the countries with advice and aid, is co-ordinated with the FAO research program which provides statistical data on agricultural and nutrition situations.

FAO uses this statistical research to forecast future needs and developments throughout the world. The philosophy behind FAO is encouragement of international co-operation and consultation on world agricultural and nutrition problems.

The requirements for employment in FAO are rigid—ten years of experience after college and the ability to work with people. FAO needs specialists who can operate within their "people-to-people" policy that does not force modern methods and machinery on a people. The whole aim of this organization is to improve the agricultural situation of an area without causing the tension that comes from a too-radical change in way of life of a people.

For instance, along the Red Sea coast of the Sudan, a few hundred fisherman were using crude, unpowered boats and poorly made fishing gear to earn their livings. An FAO expert introduced small engines for the boats and nylon

fishing lines to increase catches in this area three to five times.

Throughout the world, FAO uses its teams of experts in many ways to help solve the world food problem. As the world population increases FAO will need more and more agricultural and nutrition experts to wipe out malnutrition.



Right Across from Leonardo's

CRISPELL CHARTER SERVICE, INC.

Buses for Charter for all Occasions

Phone Ithaca 43743 or 8760

716 W. Clinton Street
Ithaca, N. Y.

Unexpected Guests?

Eat out at the

COLLEGE SPA

214 East State Street

Letter to the Editor

Report from the Lantbrukshogskolan

Uppsala, Sweden

Dear Countryman,

Since I feel that much has been written comparing Swedish farming and college life with that of the U.S.A., I shall, instead, tell you something about Uppsala and Lantbrukshogskolan (the Royal Agricultural College of Sweden).

Uppsala is best known as the site of the University of Uppsala, which was founded in 1477. In the 12th century Uppsala was the religious center of Sweden, from which its name, "the city of eternal youth" comes. The cathedral, erected in 1273, still stands on its original site. The University is the oldest in Sweden; it offers study in philosophy, science, medicine, and theology.

The city became the unofficial capitol of the country when Gustav Vasa, then king, built his castle here in the 16th century. The castle stands today just a few yards from the cathedral. However, present day

Uppsala does not cling to the memories of its past. It is rapidly becoming an industrial center.

Although agricultural instruction and research have been carried on at Uppsala since about 1850, it was not until 1932 that the college was formed by the Swedish government.

There are about 250 students at the college studying for the agronomexen (similar to the B.S. in agriculture), offered in agronomy, agricultural economics, agricultural engineering, or general agriculture.

The part of the college best known and loved by the students is the "Karen" or student union building which includes a cafeteria, reading rooms, a library, and a place for the monthly "fests" and dances.

It is truly an enjoyable experience to have the opportunity to know the people and to learn their way of life. Thank you to all who made this possible.

Stuart Crandall '60

Cramming?



Throw Down Those Books and Phone

Frank's FREE Delivery

**PIZZA
and
SANDWICHES**

**Ithaca 4-9326
114 N. Cayuga**

Before that Trek To Cortland

Stop off at Bartholf Mobil to gas up the old jalopy. Not only will the friendly service please you, but the location is so convenient—just off campus on the Cortland road, where Dryden Road and a mess of others come together. And before the Ithaca blizzards rust your car away, remember to have it waxed by us.

Bartholf Service Station

Maple Ave.

4-9053

MORE OF

YOUR CUSTOMERS READ

AMERICAN AGRICULTURIST

THE PREFERRED FARM PAPER IN THE NORTHEAST

THAN ANY OTHER FARM PAPER

E. R. EASTMAN

President

HUGH L. COSLINE

Editor

IRVING W. INGALLS

Advertising Manager

SAVINGS BANK BUILDING

Ithaca, New York



New 6-cylinder Farmall 560 gives you exclusive Multi-Range power for faster farming at lower cost. Both 4 and 5-plow Farmall and International tractors have smooth, powerful 6-cylinder gas, diesel or LP gas engines.

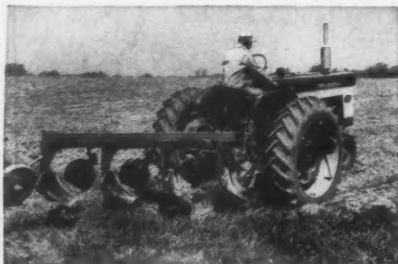
NOW! STEP AHEAD...

with this great new world of IH power!

6 power sizes ... 10 to 60 hp

Hitch your farming to the most versatile tractor power ever built! See how new Farmall® and International® tractors can help you get ahead faster—in the field and financially! New Multi-Range 6-cylinder power ... faster, more powerful hydraulics ... 2 and 3-point

Traction-Control Fast-Hitch with new Tel-A-Depth control ... new low-profile convenience ... plus *often-imitated but never-duplicated* Torque-Amplifier—these are typical advancements that can make you a BIGGER man on a new IH tractor.



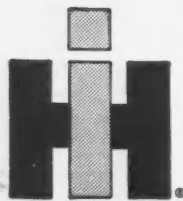
New faster-acting internal hydraulics, for 3, 4, and 5-plow Farmall and International tractors speed big implement control. This is the new Farmall 460 tractor.



New 3-point Traction-Control Fast-Hitch, for International 340 Utility and other IH 2 and 3-plow tractors, mounts most 3-point tools...gives unequalled work.



New low profile design. You mount this Farmall 240, and all other IH 2 and 3-plow tractors, with one easy step ... Enjoy new comfort and steering ease.



Call your IH dealer for an exciting new tractor driving experience!

Get behind the wheel of a new Farmall or International tractor that fits your needs—10 to 60 hp! Discover dozens of new IH advantages from the driver's seat!

See Your

INTERNATIONAL HARVESTER Dealer

International Harvester products pay for themselves in use—Farm Tractors and Equipment ... Twine ... Commercial Wheel Tractors ... Motor Trucks ... Construction Equipment—General Office, Chicago 1, Illinois